

Latest Press Release
Gallup Pakistan

GALLUP PAKISTAN POLL FINDINGS ON

“CHAOON” RATED AS THE FAVORITE TV PROGRAMME

Results released on: November 1, 1986



H-45, St.52,F-7/4, Islamabad, Pakistan. Tel +92-51-2655630, Fax +92-51-2655632,

Email: isb@gallup.com.pk

For more on Gallup Pakistan and Gallup International see websites www.gallup.com.pk and www.gallup-international.com

Disclaimer: Gallup Pakistan is not related to Gallup Inc. headquartered in Washington D.C. USA. We require that our surveys be credited fully as Gallup Pakistan (not Gallup or Gallup Poll). We disclaim any responsibility for surveys pertaining to Pakistani public opinion except those carried out by Gallup Pakistan, the Pakistani affiliate of Gallup International Association. For details on Gallup International Association see website: www.gallup-international.com

© 2009 All rights reserved by Gilani Foundation

“CHAOON” RATED AS THE FAVORITE TV PROGRAMME

According to a Gallup Poll about the popularity of TV Programmes screened during the last quarter, the Urdu serial “Chaoon”, produced by the Quetta TV topped the list. It was described by 39% of the viewers as their most favorite programme. The runner up was “Hazaroon Rastey” which was described as their most favorite programme by 15% of the viewers. Two other serials scored well, with “Ababeel” scoring 9% and “Gardish” scoring 7%. The remaining 30% of the viewers named a wide range of programmes none scoring more than 4%.

The survey was conducted by Gallup Pakistan with a statistically selected sample of households in the urban areas wall over the country. The findings of the survey were computer processed. The survey was conducted in the third week of October and the respondents were asked to the name their most favorite TV programme from among the programmes which they had seen during the previous week. Nearly 40% of the national urban population said they had not viewed any TV programmes during the previous week, and another 6% said they did not particularly like any of the programmes shown in the previous week. 7% did not answer this question.